CONTRACT

WNBC
30 Rockefeller Plaza
New York, NY 10112
(212) 664-4444

www.nbcnewyork.com

And:

MEDIA STRATEGIES & RESEARCH VA
11350 RANDOM HILLS ROAD
SUITE 670
FAIRFAX, VA 22030

Contract / Revision	Alt Order #
332470 / 1	

Product
NEW YORK OCT15-OCT21

Contract Dates	Estimate #
10/15/12 - 10/21/12	**11700**

Advertiser	Original Date / Revision
GILLIBRAND FOR SENATE	08/28/12 / 09/19/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WNBC	Tony Chiulli	New York Local

Special Handling

Demographic
RA1849

IDB#	Advertiser Code	Product Code

Agency Ref	Advertiser Ref
42650	23254

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WNBC	10/15/12	10/21/12	5-6A TODAY IN NY @ 5A	5A-6A		:30			NM	5	$2,500.00
	IP											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/15/12	10/21/12	11111--	5	$500.00						
2	WNBC	10/15/12	10/21/12	6-7A TODAY IN NY @ 6A	6A-7A		:30			NM	5	$9,000.00
	CDR											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/15/12	10/21/12	11111--	5	$1,800.00						
3	WNBC	10/15/12	10/21/12	7-9A TODAY SHOW	7A-9A		:30			NM	10	$32,500.00
	CDR											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/15/12	10/21/12	22222--	10	$3,250.00						
4	WNBC	10/15/12	10/21/12	7-9A SAT TODAY	7A-9A		:30			NM	2	$2,400.00
	IP											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/15/12	10/21/12	-----2-	2	$1,200.00						
5	WNBC	10/15/12	10/21/12	7-830A SUN TINY @7A	7A-830A		:30			NM	1	$800.00
	IP											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/15/12	10/21/12	------1	1	$800.00						
6	WNBC	10/15/12	10/21/12	9-10A TODAY SHOW 2	9A-10A		:30			NM	1	$1,000.00
	IP											
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/15/12	10/21/12	-1-----	1	$1,000.00						
E 7	WNBC	10/15/12	10/21/12	12-1230P M-F NEWS AT 12F	12-1230P		:30			NM	1	$400.00
	IP											

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:
This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.
FOR NBCE CONTRACTS:
This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.

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Contract / Revision	Alt Order #
332470 / 1	

Contract Dates	Product	Estimate #
10/15/12 - 10/21/12	NEW YORK OCT15-OCT	**11700**

Advertiser	Original Date / Revision
GILLIBRAND FOR SENAT	08/28/12 / 09/19/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays ---1---	Spots/Week 1	Rate $400.00						
E 8	WNBC	10/15/12	10/21/12	4-5P M-F ELLEN	4-5P		:30			NM	5	$5,000.00
	IP											
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays 11111--	Spots/Week 5	Rate $1,000.00						
9	WNBC	10/15/12	10/21/12	5-6P M-F 5P NEWS	5-6P		:30			NM	5	$4,750.00
	CDR											
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays 11111--	Spots/Week 5	Rate $950.00						
10	WNBC	10/15/12	10/21/12	6-630P M-SU NEWS @ 6P	6P-630P		:30			NM	5	$11,750.00
	CDR											
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays 11111--	Spots/Week 5	Rate $2,350.00						
11	WNBC	10/15/12	10/21/12	630P NBC NIGHTLY NEWS	630P-7P		:30			NM	3	$10,500.00
	IP											
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays 1-1-1--	Spots/Week 3	Rate $3,500.00						
E 12	WNBC	10/15/12	10/21/12	6-630P M-SU NEWS @ 6P	6P-630P		:30			NM	1	$1,000.00
	IP											
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays -----1-	Spots/Week 1	Rate $1,000.00						

Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type
1	*WNBC*	*10/15/12-10/21/12*	*6-630P M-SU NEWS @ 6P*	*6P-630P*	-------Sa--	*:30*	*~~$1,000.00~~*	*NM*
	See MG 12.2							
	NA-PGM NOT SCHEDULED							
2	WNBC	10/15/12-10/21/12	9-10A TODAY SHOW 2	9A-10A	------F----	:30	$1,000.00	NM
Ⓜ	MG for 12.1 10/20							

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
13	WNBC	10/15/12	10/21/12	6-630P M-SU NEWS @ 6P	6P-630P		:30			NM	1	$1,000.00
	IP											
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays ------1	Spots/Week 1	Rate $1,000.00						
14	WNBC	10/15/12	10/21/12	7-730P M-F EXTRA	7-730P		:30			NM	3	$6,000.00
	IP											
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays -1-11--	Spots/Week 3	Rate $2,000.00						
15	WNBC	10/15/12	10/21/12	730-8P M-F ACCESS HLLY\	730P-8P		:30			NM	3	$7,200.00
	IP											
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays 1-11---	Spots/Week 3	Rate $2,400.00						
16	WNBC	10/15/12	10/21/12	9-10P LAW & ORDER:SVU	9P-10P		:30			NM	1	$15,000.00
	IP											
Week:		Start Date 10/15/12	End Date 10/21/12	Weekdays --1----	Spots/Week 1	Rate $15,000.00						

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Advertiser	Original Date / Revision
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		Start Date	End Date	Weekdays	Spots/Week	Rate						
17	WNBC IP	10/15/12	10/21/12	F8-9P WHITNEY/COMM	8-9P		:30			NM	1	$5,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/15/12	10/21/12	----1--	1	$5,000.00						
18	WNBC CDR	10/15/12	10/21/12	11-1135P M-SU L NEWS 20(	11P-1135P		:30			NM	5	$27,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/15/12	10/21/12	11111--	5	$5,400.00						
19	WNBC CDR	10/15/12	10/21/12	11-1135P M-SU L NEWS 20(	11P-1135P		:30			NM	1	$5,400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/15/12	10/21/12	-----1-	1	$5,400.00						
20	WNBC IP	10/15/12	10/21/12	1135P-1235A M-F TNGT SH'	1135P-1235A		:30			NM	2	$2,800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		10/15/12	10/21/12	11-----	2	$1,400.00						
									Totals		61	$151,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/21/12	61	$151,000.00	$128,350.00
Totals	61	$151,000.00	$128,350.00

Signature: _____ **Date:** _____

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